



Massachusetts Dairy Promotion Board 2016 Annual Report

Overview

The Massachusetts Dairy Promotion Board (MDPB) develops programs and policies with the objective of increasing the consumption of Massachusetts dairy products through promotion, research, and educational activities. The nine member board is comprised of representatives from the dairy farming associations, milk processors, the Department of Agricultural Resources (MDAR), and the Executive Office of Administration and Finance (ANF).

2016 Board Members (appointed by the Commissioner of the MDAR)

Chairman: Mary Jordan - designee for Commissioner John Lebeaux, MDAR

Vice Chairman: David Hanson, Agri-Mark

Secretary: Krisanne Koebke, MA Cooperative Milk Producers Federation, Inc.

Treasurer: Darryl Williams, MA Association of Dairy Farmers

Lynne Bohan, Massachusetts Food Association

Melissa Griffin, Agri-Mark

Kathleen Herrick, MA Association of Dairy Farmers

Warren Shaw, New England Producer Handler Association

ANF Designee Brian McKeon

MDPB Background:

Massachusetts Dairy Farm Revitalization Task Force

On May 10, 2007 the acting MDAR Commissioner, Scott J. Soares issued a Declaration of Crisis in the Dairy Industry as a response to the Dairy Farmer Petition for Relief. One result of the Declaration was immediate action by the Governor and the Legislature to provide emergency relief to dairy farmers and to establish a Dairy Revitalization Task Force. As a result of the crisis conditions, Gubernatorial and Legislative action yielded Chapter 42 of the Acts of 2007, established the Dairy Farm Revitalization Task Force. The Task Force consisted of 17 members including three dairy farmers, six legislators, a milk processor representative, and seven various members of the Executive Branch. The purpose of the Task Force was to:

“...investigate short and long-term solutions to preserving and strengthening the dairy farm industry in the Commonwealth. Said investigation shall include methods to promote the innovation in, and the revitalization of, the Massachusetts dairy farming community, including without limitation, investigating the impact of increased fixed costs borne by the dairy farming

community including, but not limited to, fuel prices, healthcare and insurance; promoting locally produced milk; and promoting alternative and renewable energy uses for farmers.”

On November 9, 2007 a report to the Legislature was filed. The Task Force recommended enacting legislation to establish a **Massachusetts Dairy Promotion Board** (M.G.L. Chapter 310 Sec: 30(a). The Massachusetts Dairy Promotion Board as stated in M.G.L. Chapter 310 Sec. 30(d), assesses a fee of 10 cents per hundredweight of all milk production that is commensurate with the credit allowed for producer contribution to state qualified programs (QP's) under the Dairy Production Stabilization Act of 1983. MDPB verifies production reports with the National Dairy Promotion and Research Board semi-annually to assure compliance with the assessment provisions of the Act.

In 2016, the following actions were taken by the Board in accordance with the mission to develop programs and policies with the objective of increasing the positive image of Massachusetts dairy products through promotion, research, and educational activities.

2016 Adopted Motions:

- Approved allocation of \$60,000 for the NE Dairy & Food Council to provide sub-grants to schools in Massachusetts in connection with the “Fuel Up to Play 60” school wellness and nutrition initiative.
- Approved allocation of \$43,000 to CISA to support a “Buy Local” dairy campaign in collaboration with the other eight regional “Buy Local” initiatives across the state.
- Approved allocation of \$46,840 to the Massachusetts Association of Dairy Farmers to build a campaign aimed to educate consumers on the value of Massachusetts dairy agriculture and dairy products.
- Approved allocation of \$23,000 to Eastern State Exposition to promote and educate the general public about Massachusetts dairy farming and dairy products through educational and promotional exhibits.
- Approved allocation of \$6,746 to the Massachusetts 4-H Foundation to create a Masterful Massachusetts Dairy Ambassador program to increase dairy consumption among students in Massachusetts schools.
- Approved allocation of \$3,834 to Massachusetts Agriculture in the Classroom to develop a “Milk for Me” project.

2016 Total Revenue: \$218,523.74

2016 Total Expenses: \$187,977.50

Balance: 30,546.24